

CONTRACT

Print Date 08/03/12

Page 1 of 2



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

Contract / Revision 488277 /		Alt Order # 06262665
Product AMERS FOR PROSPERITY		
Contract Dates 08/22/12 - 08/27/12		Estimate # 465
Advertiser Americans for Prosperity		Original Date / Revision 08/03/12 / 08/03/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KVVU	Account Executive Teresa Difuria	Sales Office TELEREP-PHIL
Special Handling		
Demographic Adults 50+		
IDB# 1021	Advertiser Code	Product Code
Agency Ref	Advertiser Ref	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	08/22/12	08/24/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--111--				3	\$750.00			
N 2	KVVU	08/22/12	08/24/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	3	\$5,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--111--				3	\$1,725.00			
N 3	KVVU	08/22/12	08/24/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--111--				3	\$800.00			
N 4	KVVU	08/24/12	08/24/12	Bones	Fri 9p-10p		:30			NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----2--				2	\$1,700.00			
N 5	KVVU	08/25/12	08/25/12	Criminal Minds	Sat 5-6p		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----2-				2	\$225.00			
N 6	KVVU	08/25/12	08/25/12	MLB Regular Season	12-4p/4-7p		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----2-				2	\$750.00			
N 7	KVVU	08/25/12	08/25/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----2-				2	\$950.00			
N 8	KVVU	08/26/12	08/26/12	Fox News Sunday 8-9a	8-9a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----1				1	\$300.00			
9	KVVU	08/27/12	08/27/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	1-----				1	\$750.00			
10	KVVU	08/27/12	08/27/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	1-----				1	\$1,725.00			
11	KVVU	08/27/12	08/27/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	1-----				1	\$800.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u> 488277 /		<u>Alt Order #</u> 06262665
<u>Product</u> AMERS FOR PROSPERITY		
<u>Contract Dates</u> 08/22/12 - 08/27/12		<u>Estimate #</u> 465
<u>Advertiser</u> Americans for Prosperity		<u>Original Date / Revision</u> 08/03/12 / 08/03/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

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	Week:	08/20/12	08/26/12	-----2-				2	\$950.00			
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	Week:	08/20/12	08/26/12	-----1				1	\$300.00			
N 9	KVVU	08/27/12	08/27/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/27/12	09/02/12	1-----				1	\$750.00			
N 10	KVVU	08/27/12	08/27/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/27/12	09/02/12	1-----				1	\$1,725.00			
N 11	KVVU	08/27/12	08/27/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Contract / Revision</u>	<u>Alt Order #</u>
488277 /	06262665

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/22/12 - 08/27/12	AMERS FOR PROSPER	465

<u>Advertiser</u>	<u>Original Date / Revision</u>
Americans for Prosperity	08/03/12 / 08/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
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Week:		08/27/12	09/02/12	1-----				1	\$800.00			
Totals											21	\$20,650.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	18	\$17,375.00	\$14,768.75
08/27/12 - 08/27/12	3	\$3,275.00	\$2,783.75
Totals	21	\$20,650.00	\$17,552.50

Signature: _____ **Date:** _____

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FAX# 610-225-1191
K!!!
PORT FROM REP

REP HEADLINE# 6262665
*** ORIGINAL REV#0 ***

ADV #	ADV. NAME	ISS/AMER FOR PROSPERITY	REP. #	OFF. #	762	SALESMAN #
AGY # 1125	AGY. NAME	MENTZER MEDIA SERVICES, INC.	BUYER NAME	KAREN BENCKINI		
		600 FAIRMOUNT AVENUE, SUITE 306	SALES PRSN	PH- TERESA DIFURIA		
		TOWSON, MD 21286				

ORDER #	458217	CONTRACT #	6262665	CLASS: NATL.	LOCAL	REGIONAL
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PRDCT	AMERS FOR PROSPERITY	EST#465	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT	DATES	AUG22/12	AUG27/12	WK-1
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CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE AUG3/12	11.50
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REP: TO ROSE
FR NIKKI
NEW AMERICANS FOR PROSPERITY ORDER
TOTAL \$20650
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021

AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009

AMERICANS FOR PROSPERITY

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			700A-900A	30		\$750.00	8/22	8/24	3		W-F	3
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 465												
PROGRAM : NEWS RA50+ : 2.0 CON COM1 : MAX 1X DAY												

1	700A-900A	30	\$750.00	8/22	8/24	3	W-F
PROGRAM : NEWS							
RA50+ : 2.0							
CON COM1 : MAX 1X DAY							

REP HEADLINE# 6262665
 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

FAX# 610-225-1191
 AUG3/12 11.50
 *** KVVU-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL :SPTS:
2			1000P-1100P	30		\$1,725.00	8/22	8/24	3		W-F	3
	PROGRAM : NEWS											
	RA50+ : 4.0											
	CON COM1: MAX 1X DAY											
3			1100P-1135P	30		\$800.00	8/22	8/24	3		W-F	3
	PROGRAM : NEWS											
	RA50+ : 2.0											
	CON COM1: MAX 1X DAY											
4			900P-1000P	30		\$1,700.00	8/24	8/24	2		FRI	2
	PROGRAM : BONES											
	RA50+ : 3.0											
5			500P-600P	30		\$225.00	8/25	8/25	2		SAT	2
	PROGRAM : CRIMINAL MINDS											
	RA50+ : 4.0											
6			700P-1000P	30		\$750.00	8/25	8/25	2		SAT	2
	PROGRAM : MLB											
	RA50+ : 6.0											
7			1000P-1100P	30		\$950.00	8/25	8/25	2		SAT	2
	PROGRAM : NEWS											
	RA50+ : 3.0											
8			800A-900A	30		\$300.00	8/26	8/26	1		SUN	1
	PROGRAM : NEWS											
	RA50+ : 2.0											
9			700A-900A	30		\$750.00	8/27	8/27	1		MON	1
	PROGRAM : NEWS											
	RA50+ : 2.0											
10			1000P-1100P	30		\$1,725.00	8/27	8/27	1		MON	1
	PROGRAM : NEWS											
	RA50+ : 4.0											

1230-4p

FAX# 610-225-1191

REP HEADLINE# 6262665
*** ORIGINAL REV#0 ***

CREDIT ADVISORY:
ORDER WORKSHEET
AGENCY CREDIT RISK !!!
HARRIS REPORT FROM REP

AUG3/12 11.50
*** KVVU-TV ***

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	:SEC:	RATE	:START DATE:	:END DATE:	:SPTS/WK:	WEEK INVT	DAYS	:TOTL: SPTS:
11			1100P-1135P	30		\$800.00	8/27	8/27	1		MON	1
PROGRAM : NEWS RA50+ : 2.0												
AUG/12			17375.00	SEP/12		\$3,275.00				CONTRACT TOTAL	20650.00	
										TOTAL SPOTS	21	

MARKET TOTALS	\$206,500	KVVU 10%	KSNV 38%	KTUD 0%	KTNV 21%	KVMY 0%	KVCW 0%	CABL 0%
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HEAVY NEWS BUY TARGETING A50+. ADDITIONALLY. QUALITATIVE INFO USED FOR A50+. CONCENTRATED ON OLDER SKEWING PROGRAMS THAT INDEXED OVER 100.

SVC- NSI
DEMOS- RA50+*